NATIONAL CYBERSECURITY ALLIANCE

We empower a more secure, interconnected world.

Our alliance stands for the safe and secure use of all technology.

We encourage everyone to do their part to prevent digital wrongdoing of any kind.

We build strong partnerships, educate and inspire all to take action to protect ourselves, our families, organizations and nations.

Only together can we realize a more secure, interconnected world.

CYBERSECURITY AWARENESS MONTH

CyberSecure MY BUSINESS

IDENTITY MANAGEMENT DAY2021

Data Privacy Week

Our Board Members

Millions of people turn to the National Cybersecurity Alliance for information

- 2+ million pageviews StaySafeOnline.org
- 370,000+ social media followers
- Hundreds of free resources
- Thousands of webinar attendees

Champions Toolkits

- PDF Campaign guide
- Social media posts
- Social media graphics
- Sample articles
- Sample press release
- Video conference background
- Email signature
- Logos and badges
- Infographics and tip sheets

NATIONAL
CYBERSECURITY
ALLIANCE

A Whole Lotta BS (Behavioral Science) about Cybersecurity

Lisa Plaggemier
Executive Director

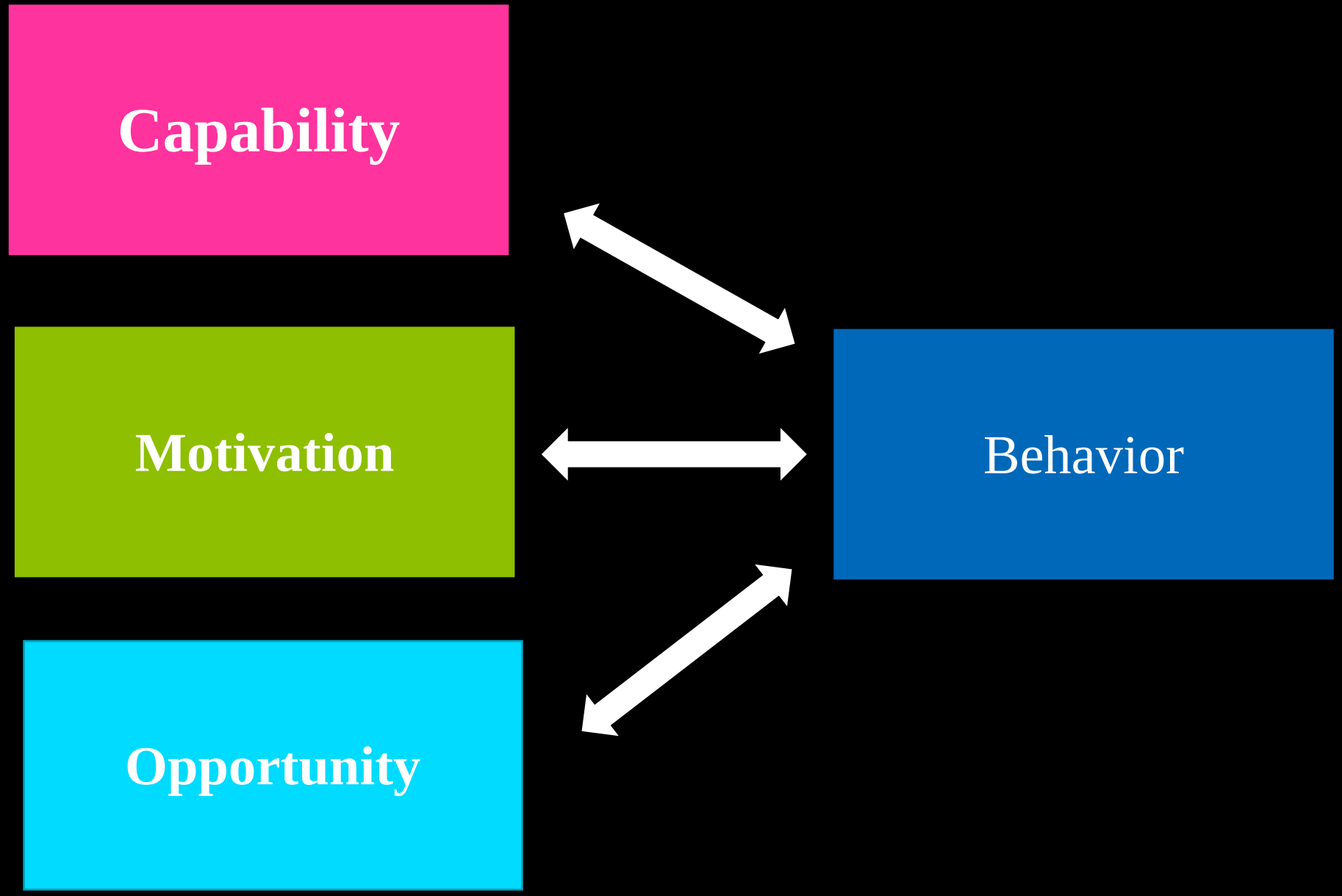
Periodic Table of the Elements

1 1IA 1A	2 IIA 2A	3 IIIB 3B	4 IVB 4B	5 VB 5B	6 VIB 6B	7 VIIB 7B	8	9 VIII 8	10	11 IB 1B	12 IIB 2B	13 IIIA 3A	14 IVA 4A	15 VA 5A	16 VIA 6A	17 VIIA 7A	18 VIIIA 8A
1 H Hydrogen 1.008																	2 He Helium 4.003
3 Li Lithium 6.941	4 Be Beryllium 9.012											5 B Boron 10.811	6 C Carbon 12.011	7 N Nitrogen 14.007	8 O Oxygen 15.999	9 F Fluorine 18.998	10 Ne Neon 20.180
11 Na Sodium 22.99	12 Mg Magnesium 24.305											13 Al Aluminum 26.982	14 Si Silicon 28.086	15 P Phosphorus 30.974	16 S Sulfur 32.066	17 Cl Chlorine 35.453	18 Ar Argon 39.948
19 K Potassium 39.098	20 Ca Calcium 40.078	21 Sc Scandium 44.956	22 Ti Titanium 47.867	23 V Vanadium 50.942	24 Cr Chromium 51.996	25 Mn Manganese 54.938	26 Fe Iron 55.845	27 Co Cobalt 58.933	28 Ni Nickel 58.693	29 Cu Copper 63.546	30 Zn Zinc 65.38	31 Ga Gallium 69.723	32 Ge Germanium 72.631	33 As Arsenic 74.922	34 Se Selenium 78.971	35 Br Bromine 79.904	36 Kr Krypton 83.789
37 Rb Rubidium 85.468	38 Sr Strontium 87.62	39 Y Yttrium 88.906	40 Zr Zirconium 91.224	41 Nb Niobium 92.906	42 Mo Molybdenum 95.95	43 Tc Technetium 98.907	44 Ru Ruthenium 101.07	45 Rh Rhodium 102.906	46 Pd Palladium 106.42	47 Ag Silver 107.868	48 Cd Cadmium 112.414	49 In Indium 114.818	50 Sn Tin 118.711	51 Sb Antimony 121.760	52 Te Tellurium 127.6	53 I Iodine 126.904	54 Xe Xenon 131.294
55 Cs Cesium 132.905	56 Ba Barium 137.328	57-71	72 Hf Hafnium 178.49	73 Ta Tantalum 180.948	74 W Tungsten 183.84	75 Re Rhenium 186.207	76 Os Osmium 190.23	77 Ir Iridium 192.217	78 Pt Platinum 195.085	79 Au Gold 196.967	80 Hg Mercury 200.592	81 Tl Thallium 204.383	82 Pb Lead 207.2	83 Bi Bismuth 208.980	84 Po Polonium [208.982]	85 At Astatine 209.987	86 Rn Radon 222.018
87 Fr Francium 223.020	88 Ra Radium 226.025	89-103	104 Rf Rutherfordium [261]	105 Db Dubnium [262]	106 Sg Seaborgium [266]	107 Bh Bohrium [264]	108 Hs Hassium [269]	109 Mt Meitnerium [278]	110 Ds Darmstadtium [281]	111 Rg Roentgenium [280]	112 Cn Copernicium [285]	113 Nh Nihonium [286]	114 Fl Flerovium [289]	115 Mc Moscovium [286]	116 Lv Livermorium [293]	117 Ts Tennessine [294]	118 Og Oganesson [294]

Lanthanide Series	57 La Lanthanum 138.905	58 Ce Cerium 140.116	59 Pr Praseodymium 140.908	60 Nd Neodymium 144.243	61 Pm Promethium 144.913	62 Sm Samarium 150.36	63 Eu Europium 151.964	64 Gd Gadolinium 157.25	65 Tb Terbium 158.925	66 Dy Dysprosium 162.500	67 Ho Holmium 164.930	68 Er Erbium 167.259	69 Tm Thulium 168.934	70 Yb Ytterbium 173.055	71 Lu Lutetium 174.967
Actinide Series	89 Ac Actinium 227.028	90 Th Thorium 232.038	91 Pa Protactinium 231.036	92 U Uranium 238.029	93 Np Neptunium 237.048	94 Pu Plutonium 244.064	95 Am Americium 243.061	96 Cm Curium 247.070	97 Bk Berkelium 247.070	98 Cf Californium 251.080	99 Es Einsteinium [254]	100 Fm Fermium 257.095	101 Md Mendelevium 258.1	102 No Nobelium 259.101	103 Lr Lawrencium [262]

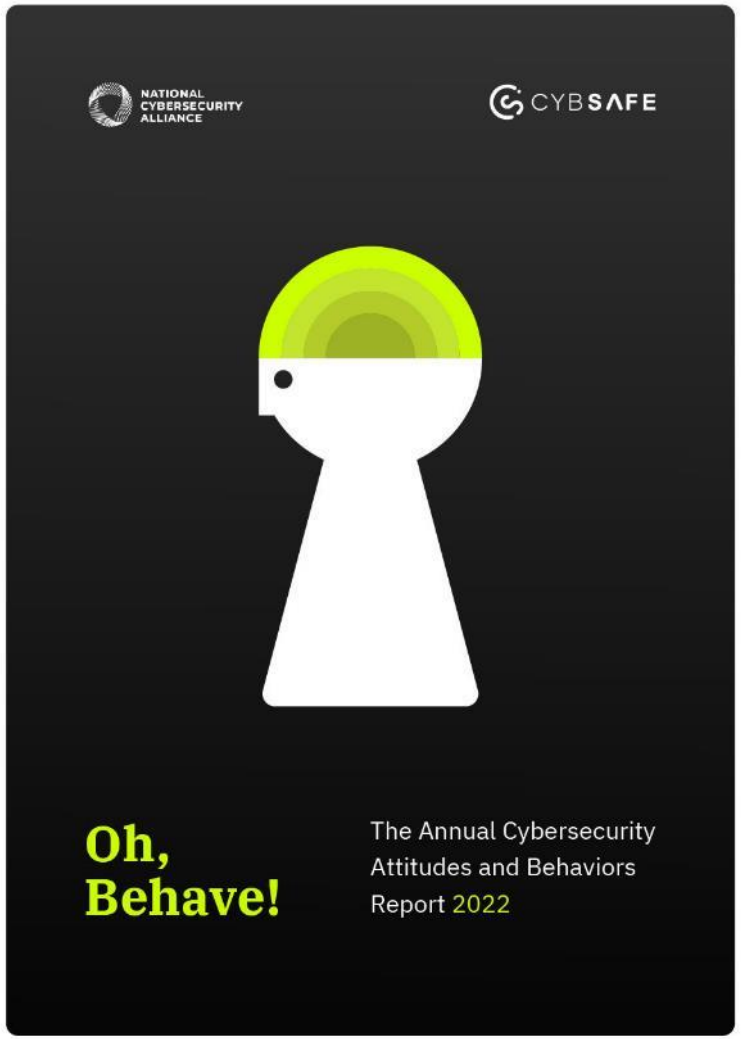
Alkali Metal | Alkaline Earth | Transition Metal | Basic Metal | Semimetal | Nonmetal | Halogen | Noble Gas | Lanthanide | Actinide


2C2HIIII
C8HIIII
4C2HII
2C2HIIII
8C3HIII
C8HIIII
2C2HIIII
C8HIIII
4C2HII
8C3HIII
8C3HIII


Capability
Motivation
Opportunity
Behavior

2021

2022



2023

Oh, Behave!

The Annual Cybersecurity Attitudes and Behaviors Report 2023

Security Behaviors

1. Password hygiene: password creation, password management, etc
2. Using Multi-Factor Authentication (MFA)
3. Installing the latest updates
4. Checking emails for signs of phishing
5. Backing up data

“Facts don’t change people’s behavior.
Emotion changes people’s behavior.”

Seth Godin

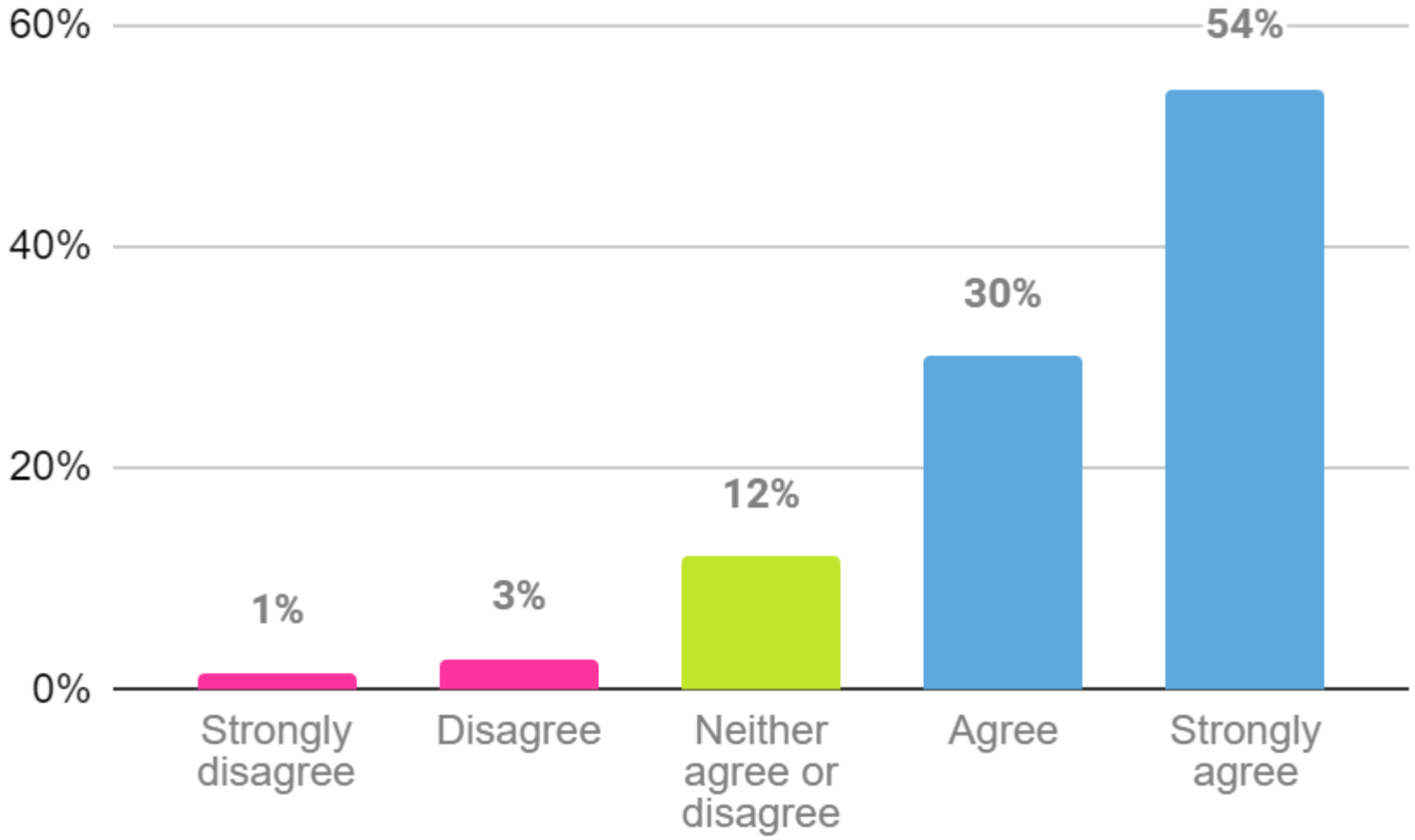
Feelings

Prioritizing Cybersecurity

Q: How do you feel about cyber security?

Statement:

"I feel that staying secure online is a priority"



Prioritizing Cybersecurity

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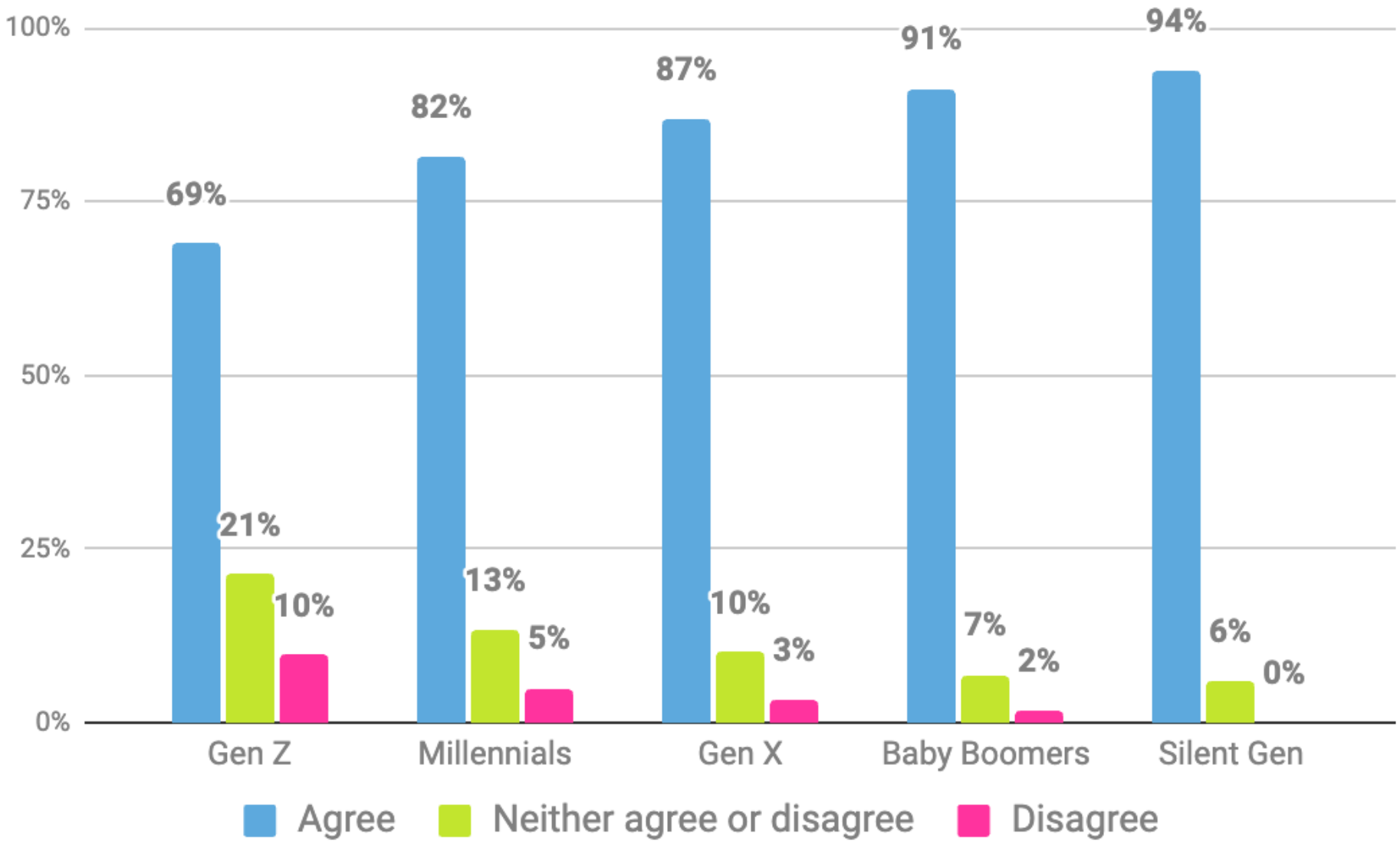
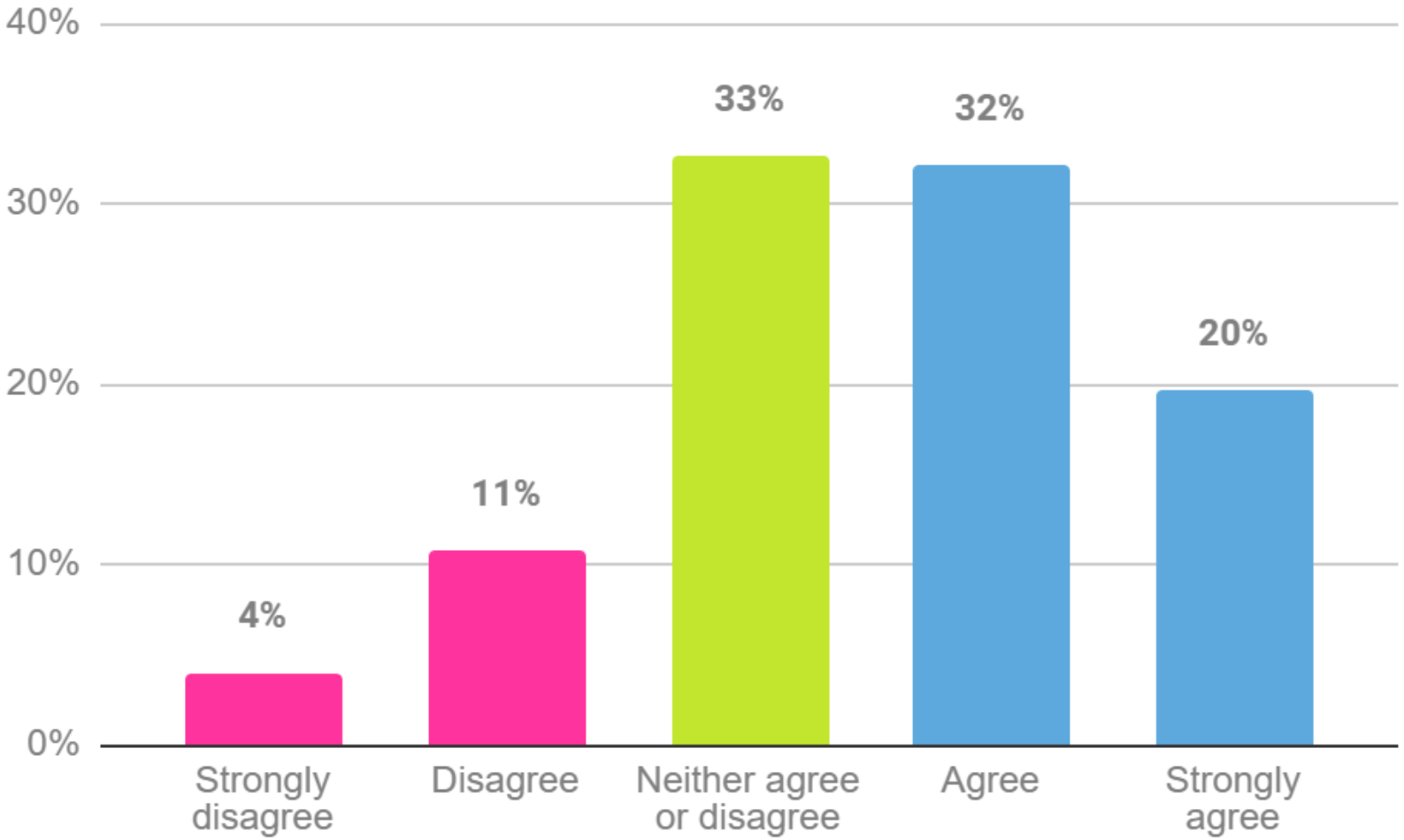


Feelings

Q: How do you feel about cyb security?

Statement:

"Staying secure online is under my control."



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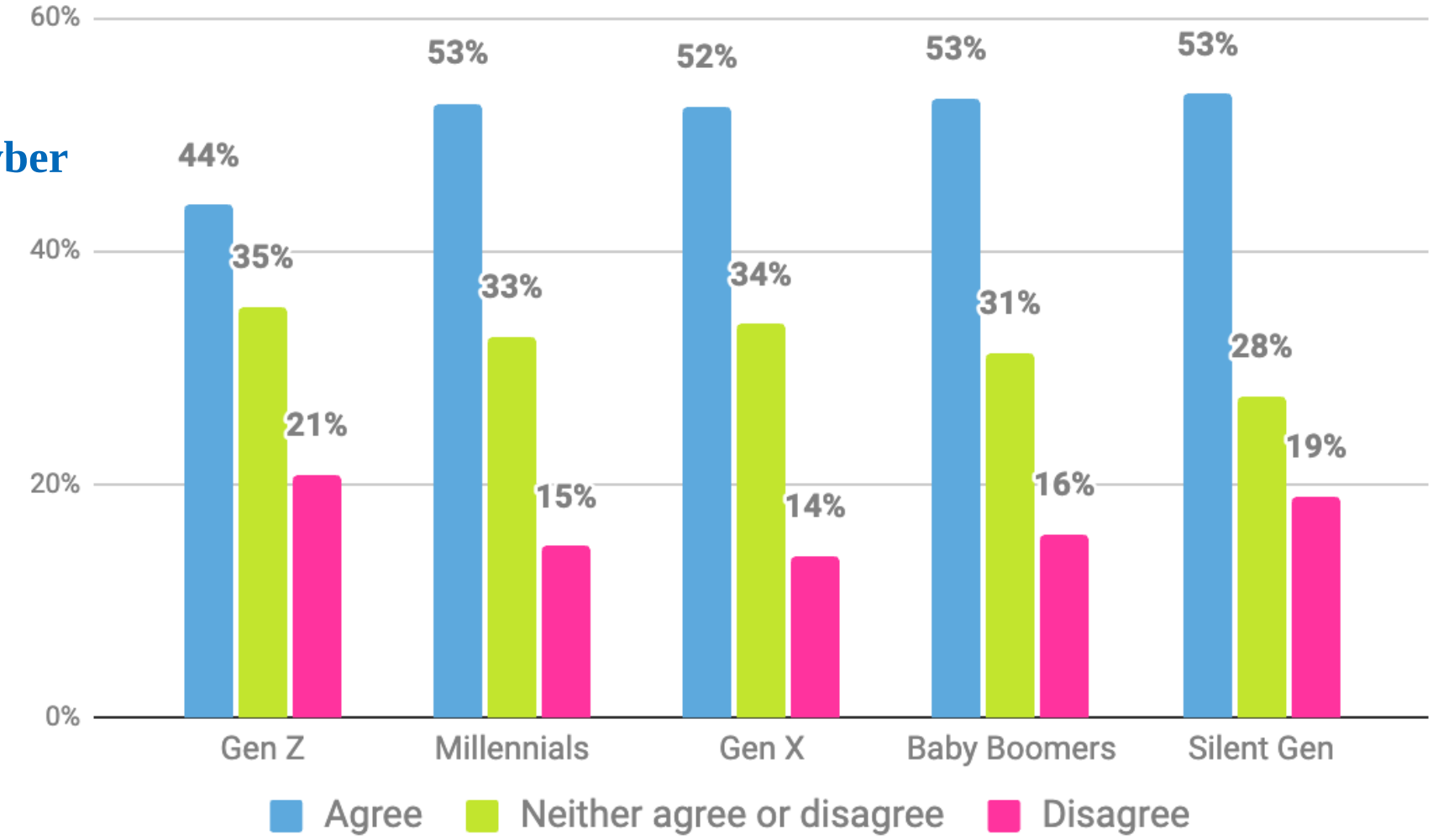


Gen Z twice as likely to think cybersecurity isn't worth the effort

By Ian Barker | Published 1 week ago | Follow @IanDBarker

No Comments | Share 3 | Share | Tweet

According to the theory of ‘learned helplessness’, when people are unable to control or change a situation, they do not try, even when opportunities for change are available.

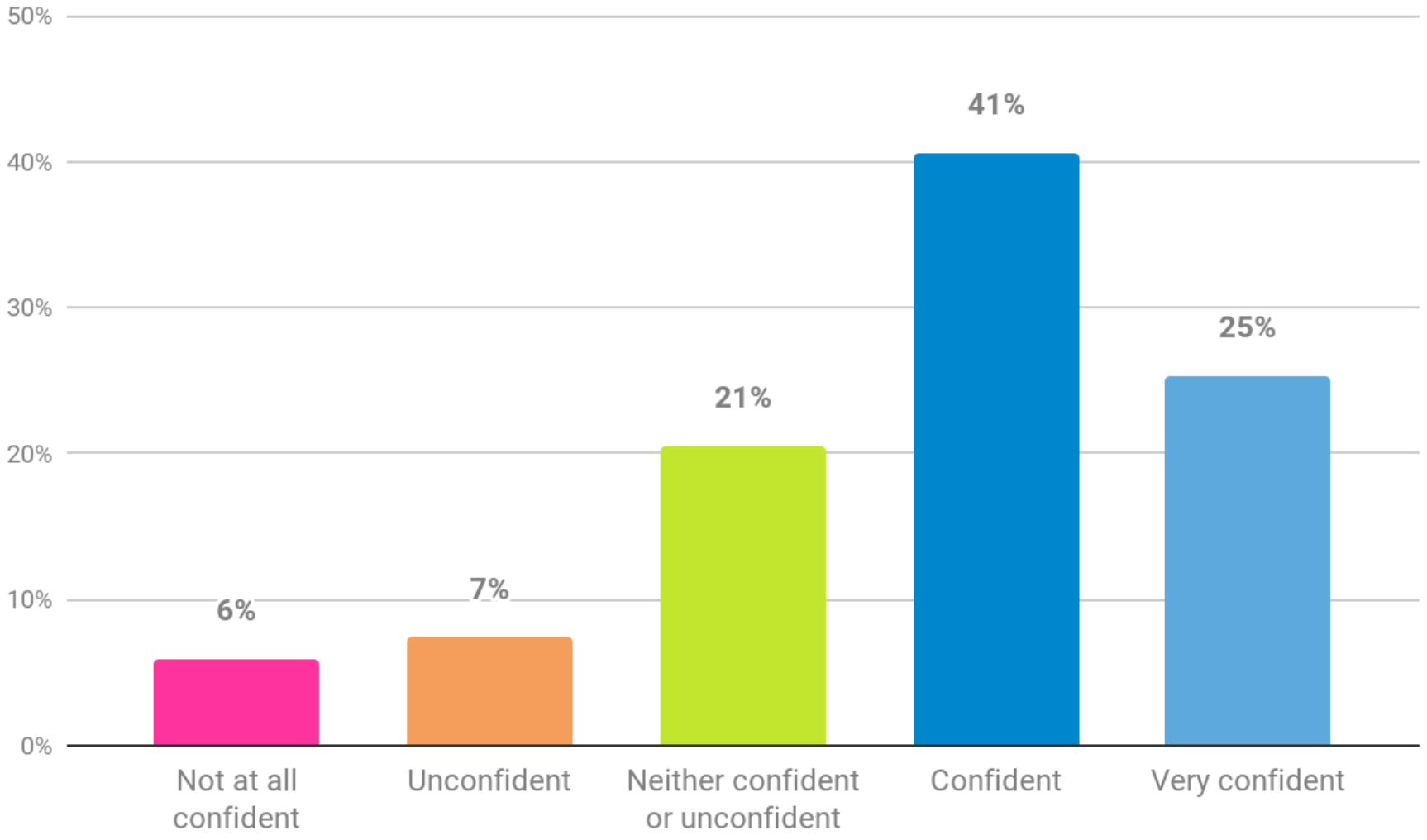
Behaviors

Phishing

NATIONAL CYBERSECURITY ALLIANCE

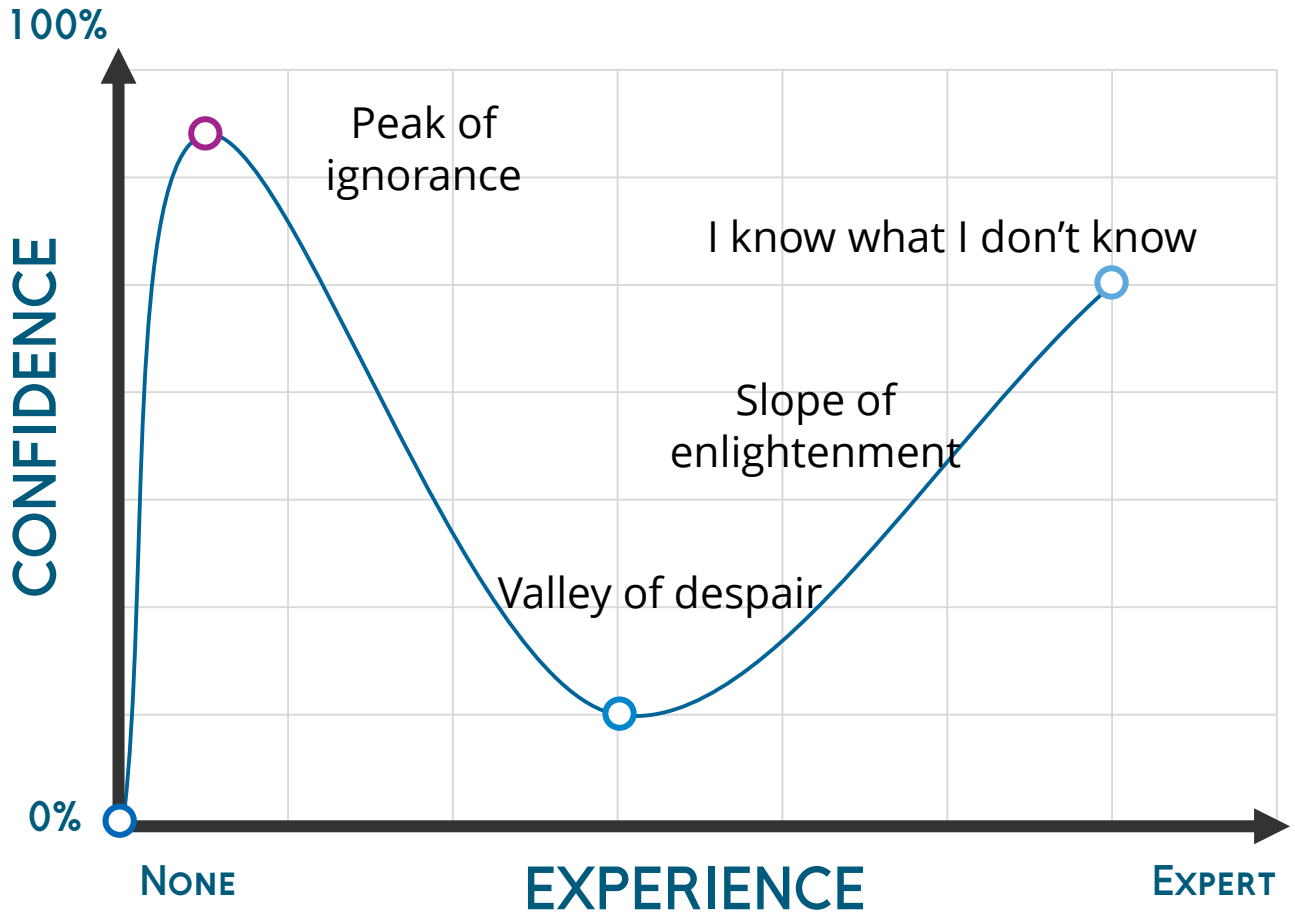
Confidence

Q: How confident are you in your ability to identify a phishing e-mail or a malicious link?



Bias: Dunning-Kruger Effect

A cognitive bias that leads people of limited skills or knowledge to mistakenly believe their abilities are greater than they are.



Reporting phishing

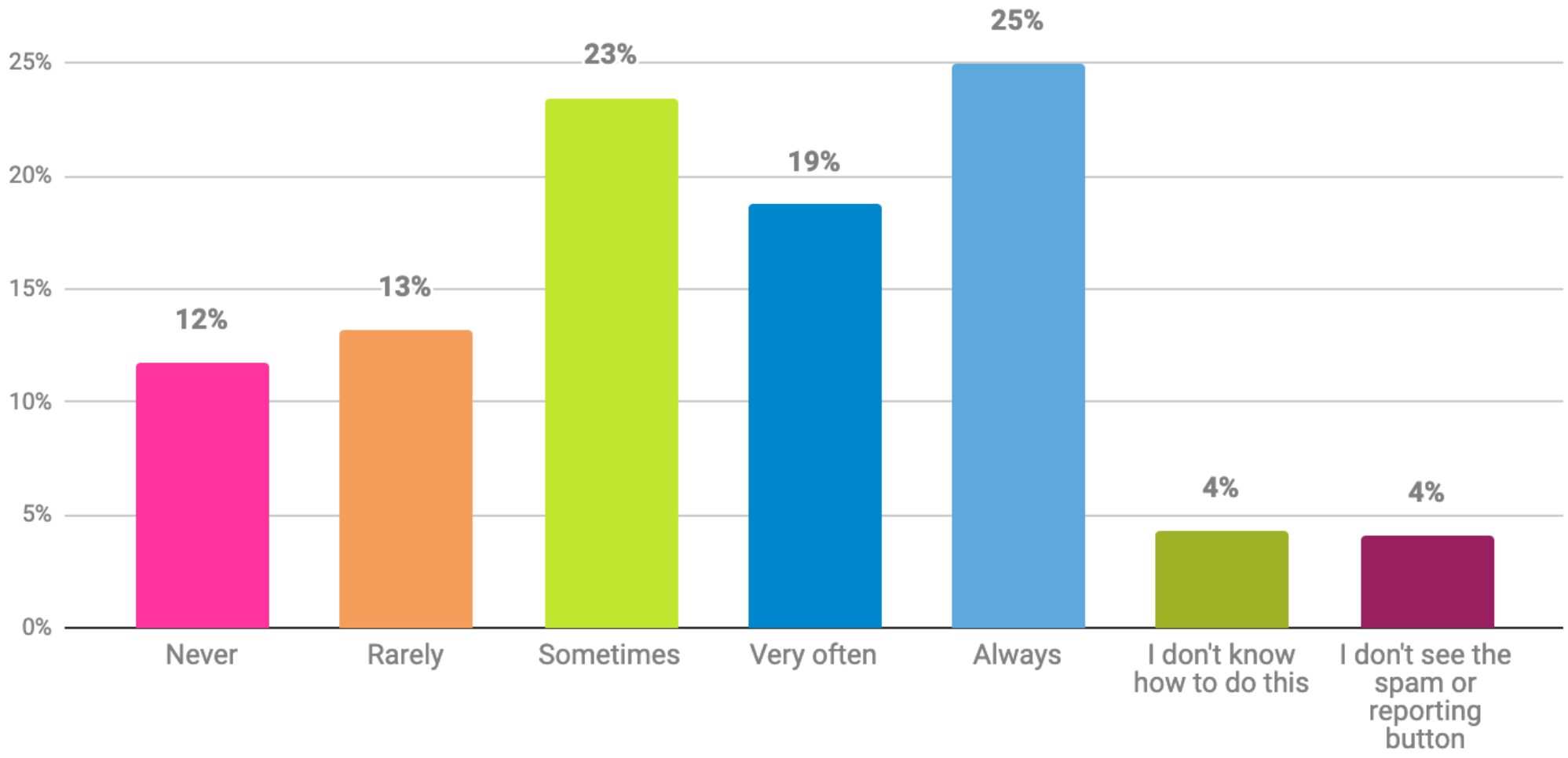
67%

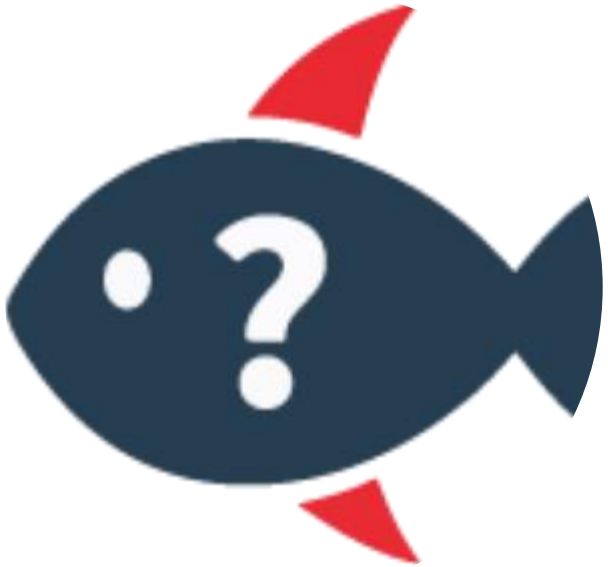
Very often or always check for phishing before clicking any links or responding.

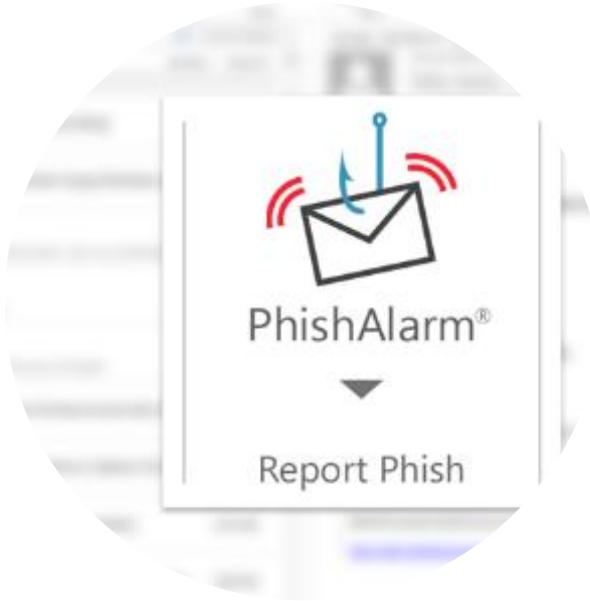
72%

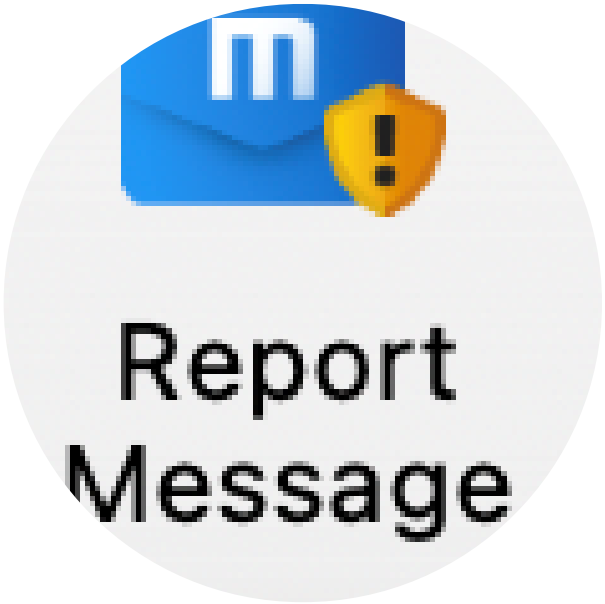
Sometimes, very often or always reach out to a person to verify a message that seems unusual.

“How often do you report phishing messages using the ‘spam’ or 'report phishing' button?”

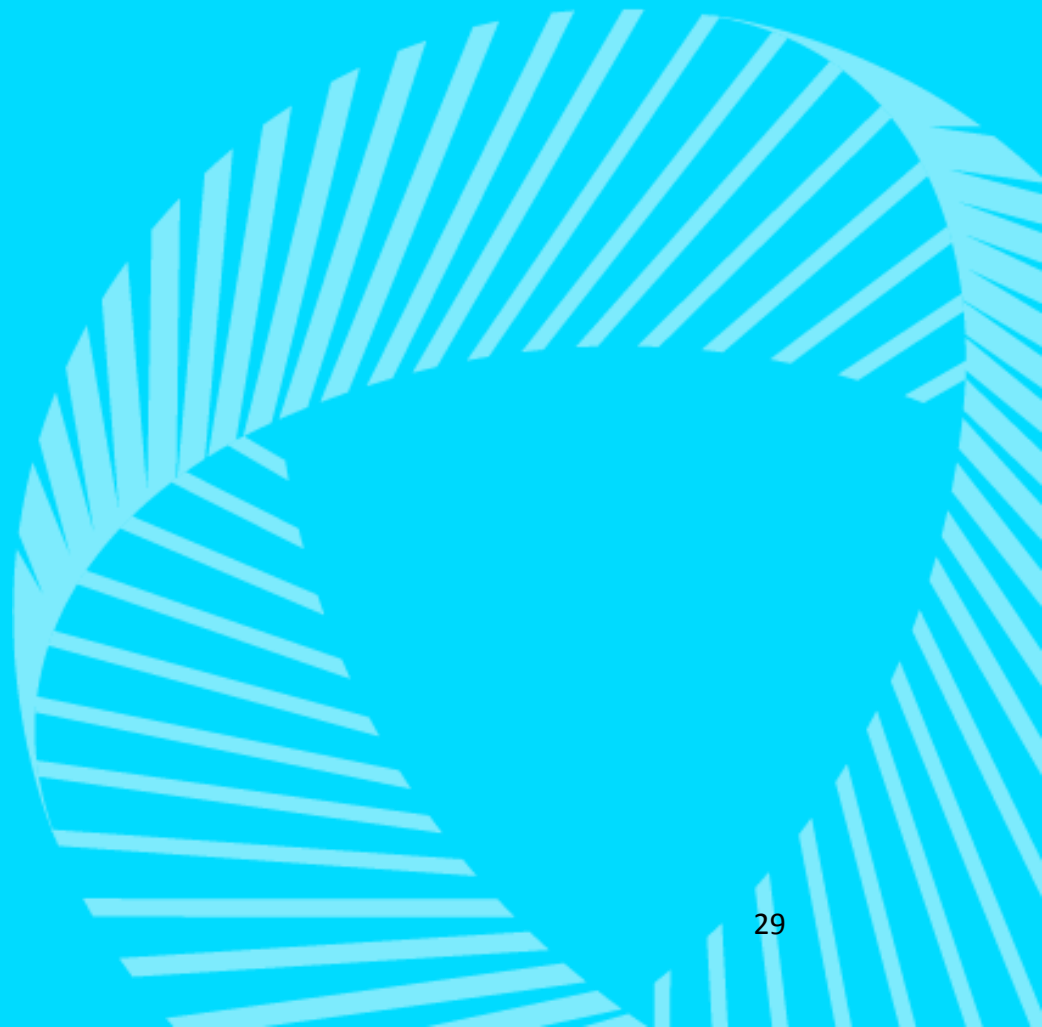





PhishAlarm®
Report Phish


Report
Message

Passwords



Poll Question

Q. How often do you use unique passwords for your important online accounts (e.g., email, social media, payment-related sites)?

a. All the time
b. The majority of the time
c. Half of the time
d. Some of the time
e. Never

Poll Question

Q. How often do you use unique passwords for your important online accounts (e.g., email, social media, payment-related sites)?

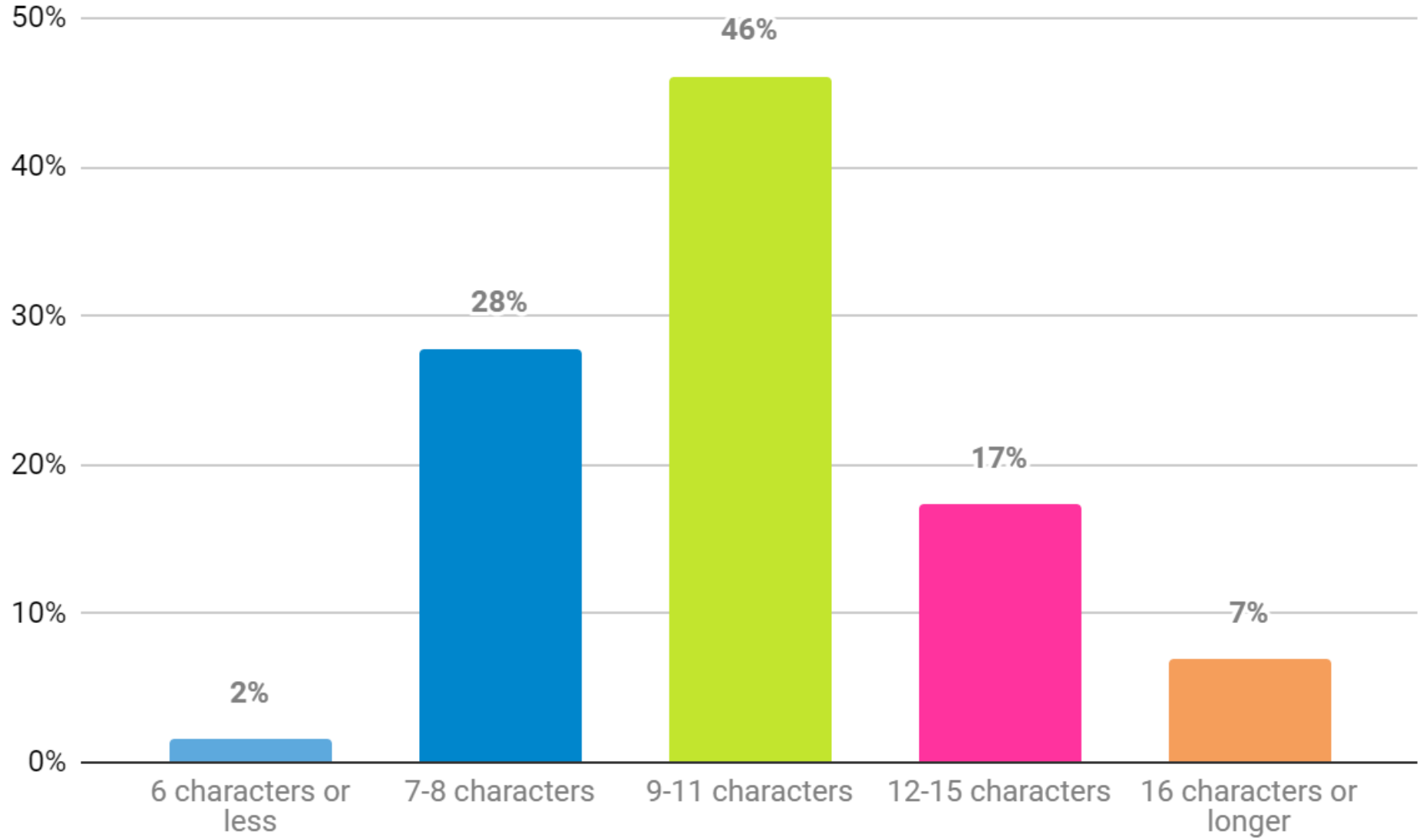
a. All the time 38%
b. The majority of the time 29%
c. Half of the time 14%
d. Some of the time 14%
e. Never 5%

Poll Question

Q. How long are the passwords you usually create?

a. 6 characters or less
b. 7-8 characters
c. 9-11 characters
d. 12-15 characters
e. 16 characters or longer

Password Length



Poll Question

Q. What is your preferred method of remembering multiple passwords?

a. I write them down in a notebook
b. I write them down in a document on my computer
c. I store them in my phone
d. I store them in my email
e. I just remember them (without writing them down)
f. I save passwords in the browser
g. I use a password manager application

Q. What is your preferred method of remembering multiple passwords?

a. I write them down in a notebook **31%**
b. I write them down in a document on my computer **5%**
c. I store them in my phone **11%**
d. I store them in my email **5%**
e. I just remember them (without writing them down) **24%**
f. I save passwords in the browser **9%**
g. I use a password manager application **12%**
h. Reset at each log in **3%**

Multi-Factor Authentication

Use of Multi-Factor Authentication (MFA)

30% of the participants had never heard of MFA

Of the participants who had heard about it:

- **79% applied it at least once**
- **94%** of them reporting that they were **still using MFA**

Updates & Backing Up Data

Updates

35% of people presume their devices are automatically secure

17% admitted to clicking ‘remind me later’ a few times

60% of participants ‘always’ or ‘very often’ installed the latest updates and software

62% of participants reported having turned on automatic updates

Backing Up

48% very often or always

30% sometimes

22% rarely or never

Feelings

Poll Question

Q. I find cybersecurity intimidating.

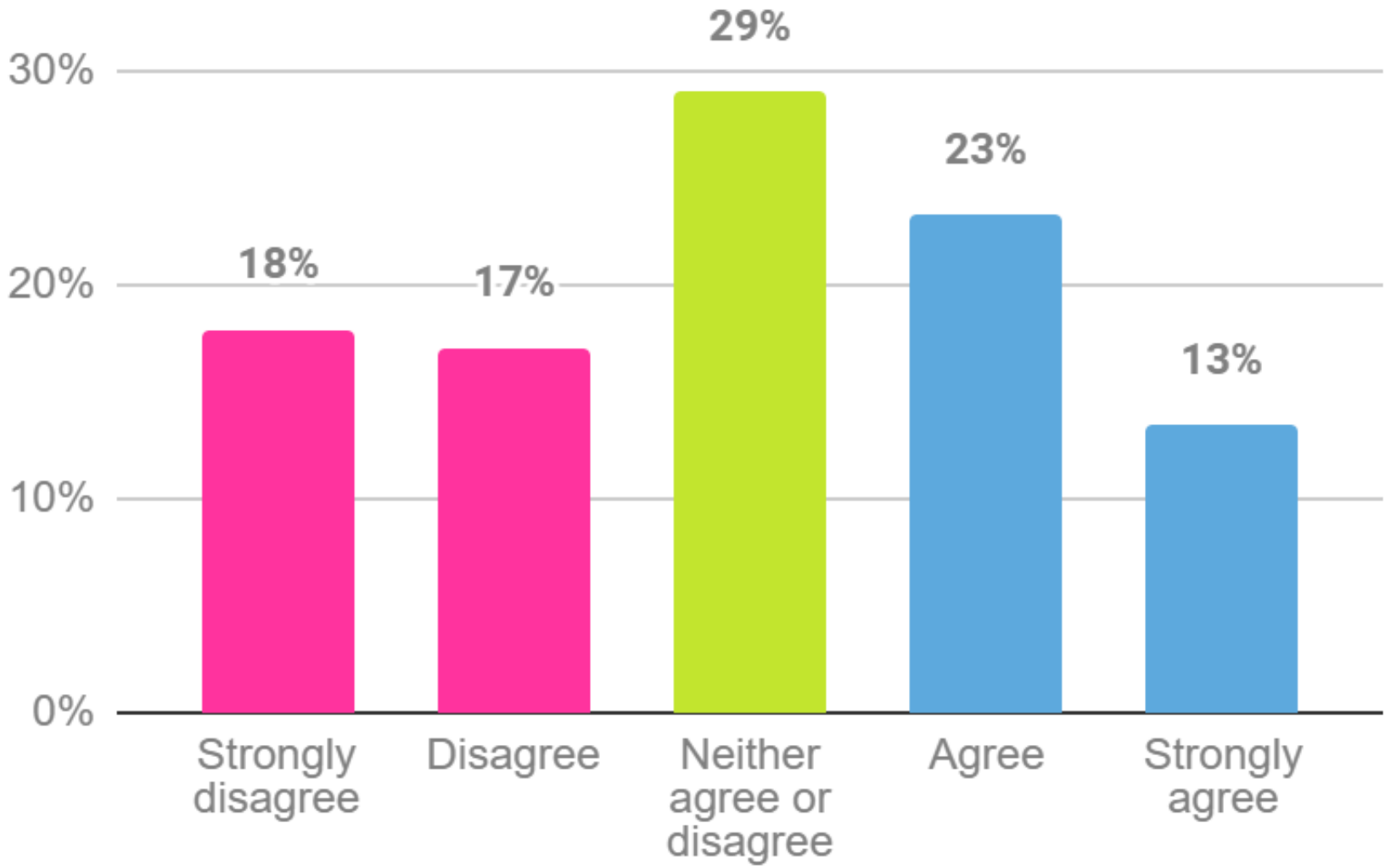
a. Strongly Disagree
b. Somewhat Disagree
c. Neither Agree nor Disagree
d. Somewhat Agree
e. Strongly Agree

Feelings of intimidation

Q: How do you feel about cyber security?

Statement:

“I find cyber security intimidating.”



Poll Question

Q. I find staying secure online frustrating.

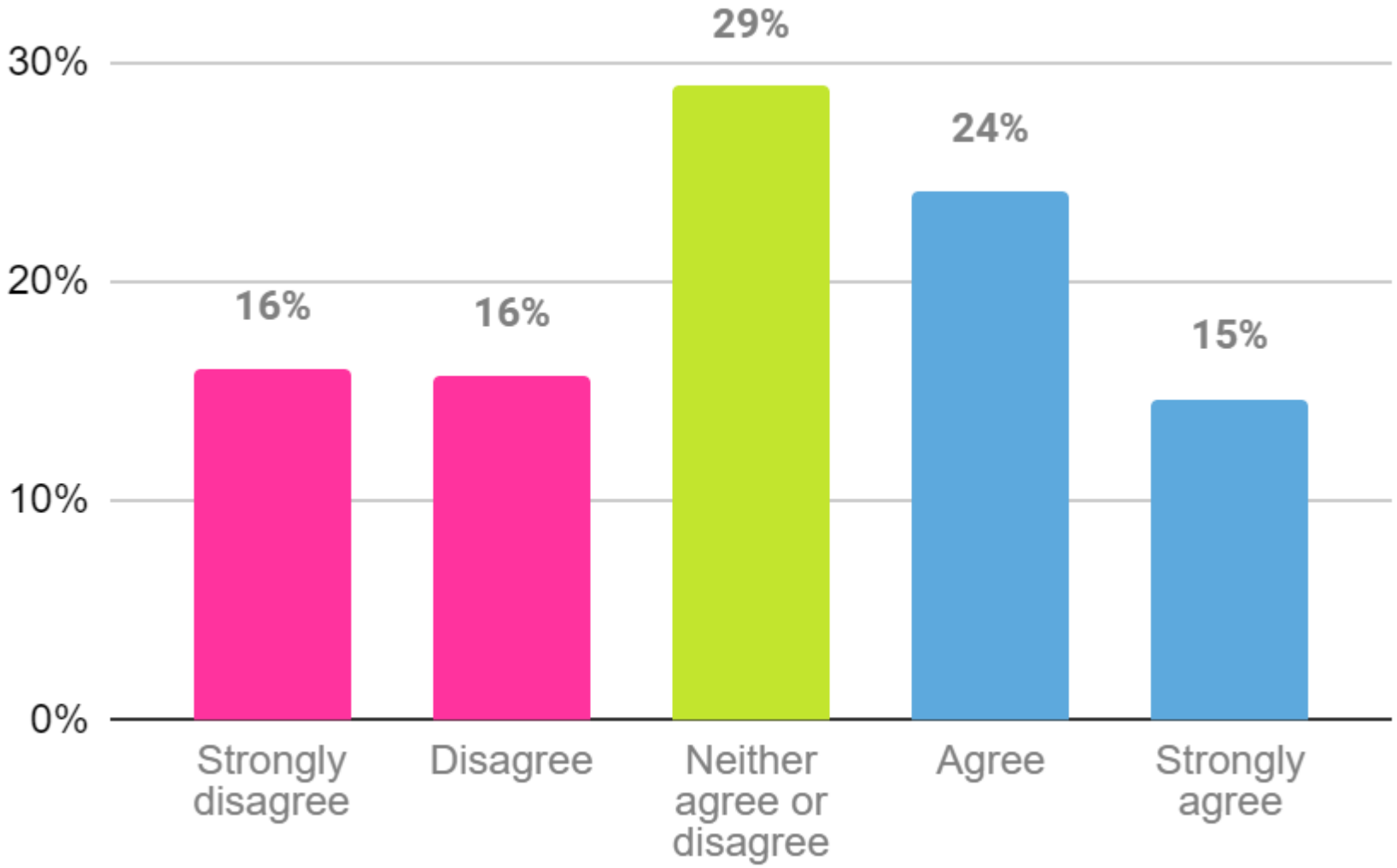
a. Strongly Disagree
b. Somewhat Disagree
c. Neither Agree nor Disagree
d. Somewhat Agree
e. Strongly Agree

Feelings of frustration

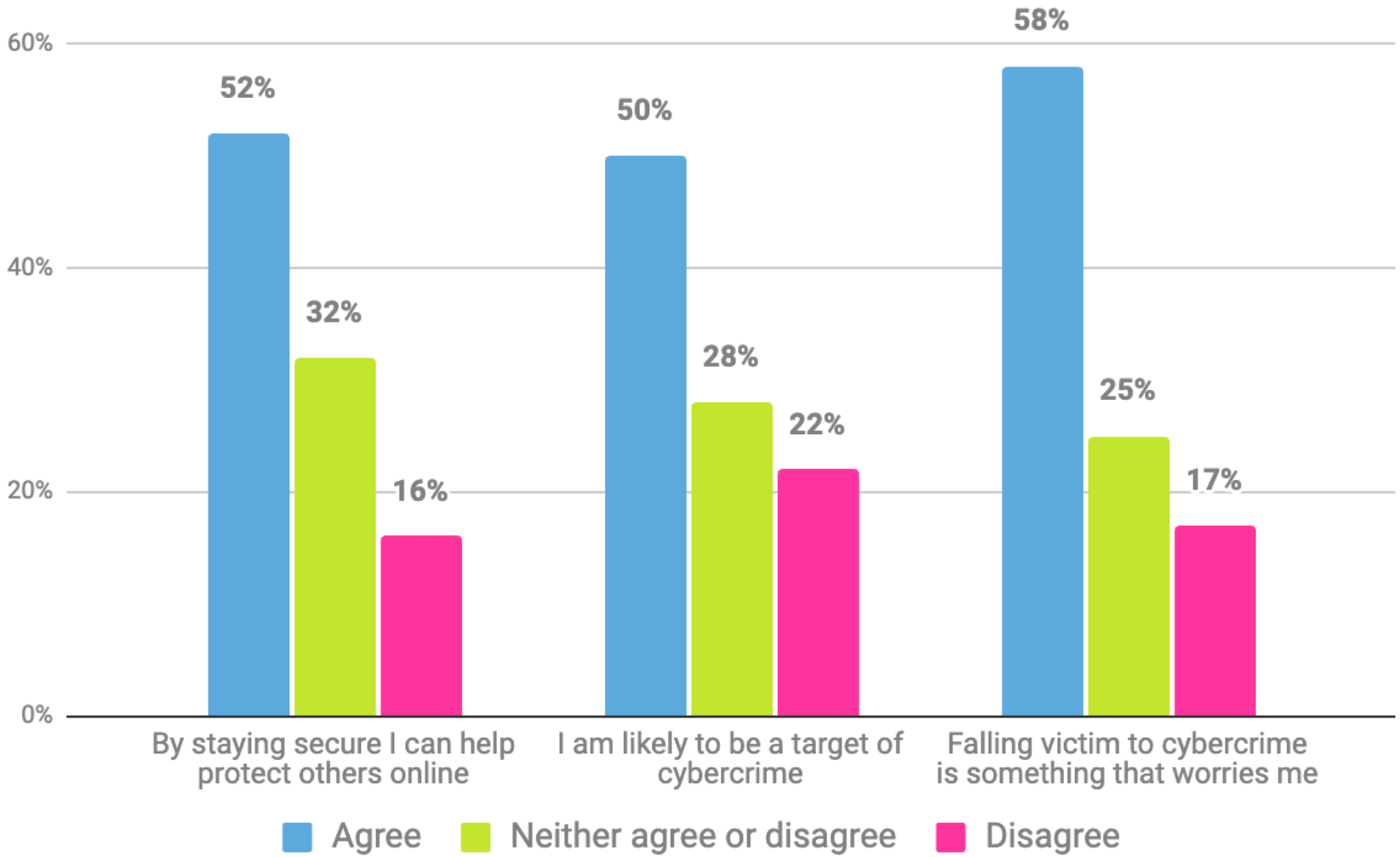
Q: How do you feel about cyber security?

Statement:

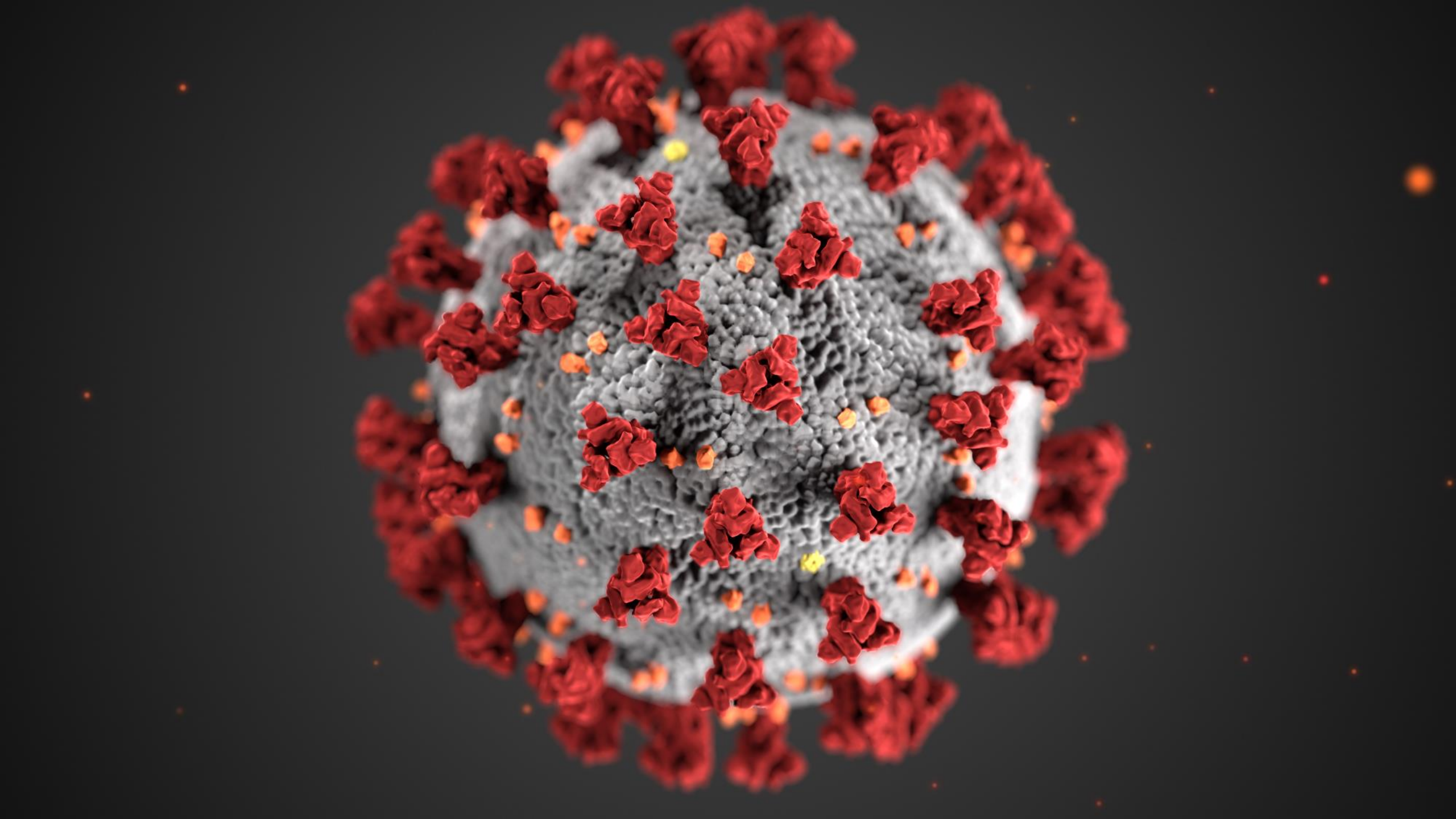
"I find staying secure frustrating."



Worry


60%
40%
20%
0%
52%
32%
16%
50%
28%
22%
58%
25%
17%
By staying secure I can help protect others online
I am likely to be a target of cybercrime
Falling victim to cybercrime is something that worries me
Agree
Neither agree or disagree
Disagree

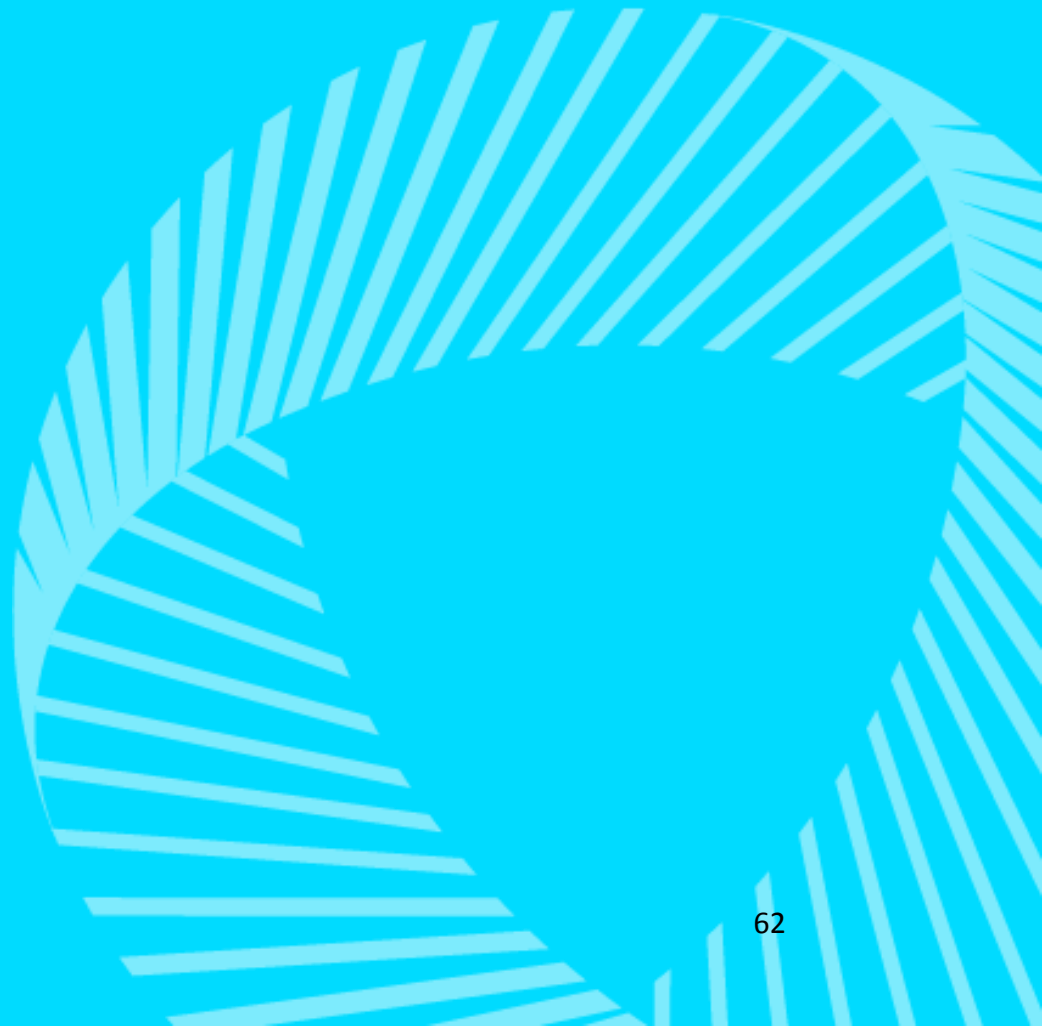

1 0 0 1 0 1 0 1 0 1
0 1 0 1 1 0 1 0 1 0 0
1 0 1 0 0 1 0 1 0 1 1 1
0 1 0 1 1 0 1 0 1 0 0 1
HACKING DETECTED
RISK ALERT




Face Shield
18


Silicon Valley Bank

Peace of Mind

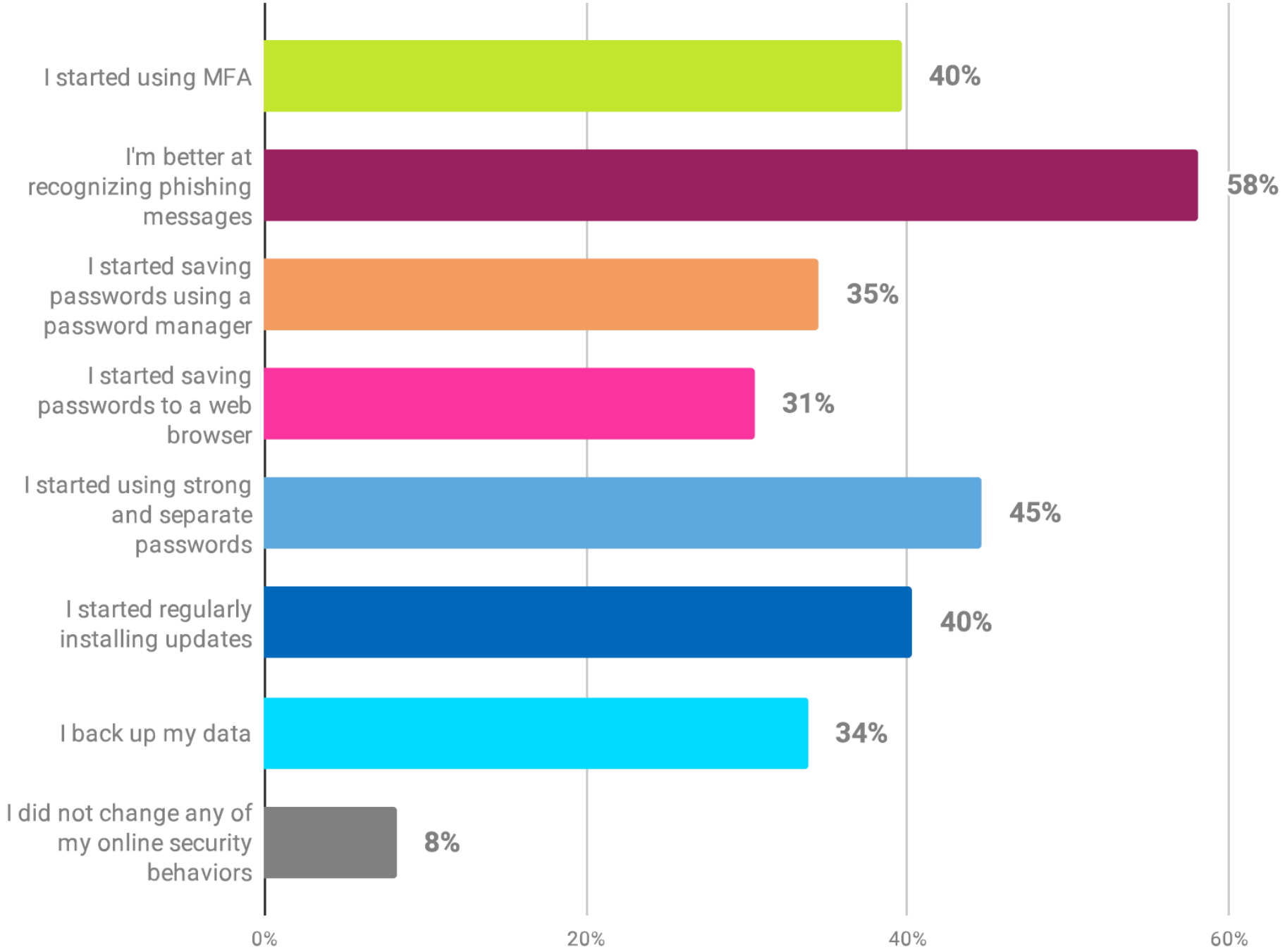


Poll Question

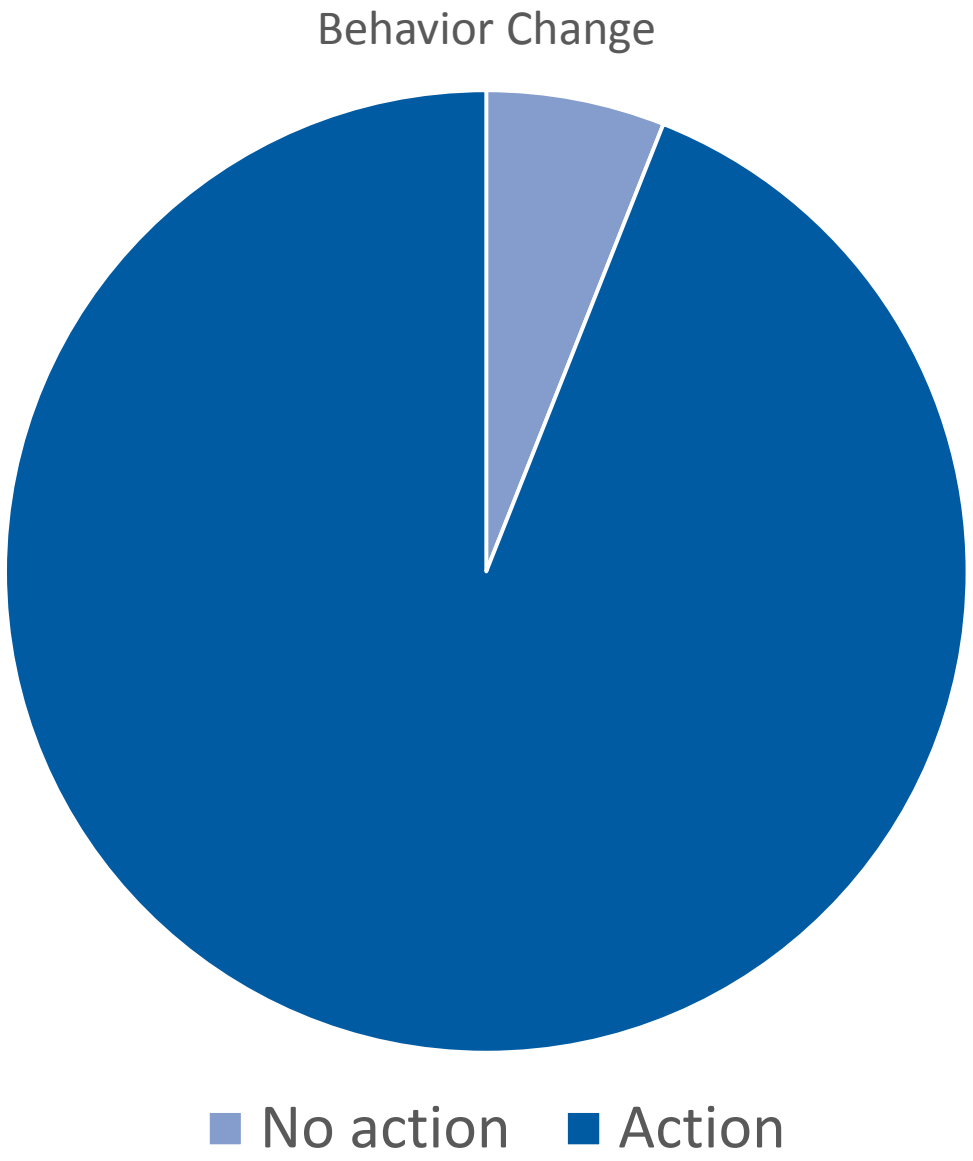
Q. What, if any, security behaviors have you changed as a result of training? (check all that apply)

a. I started using MFA
b. I'm better at recognizing phishing
c. I started saving passwords in a password manager
d. I started saving passwords in a browser
e. I started using strong, unique passwords
f. I started regularly installing updates
g. I back up my data
h. I didn't change any of my behavior

Security Behavior



only
8%
took *no action*



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info@staysafeonline.org